Microsoft® Office 2010

Make it Great

A simplified product line

That's a great idea

Microsoft Office 2010 Campaign Discussion Guide for Partners

Substantial sales opportunities are tied to the launch of Microsoft Office 2010, use this guide in telephone and in person discussions with your customers.

The powerful, new features in Microsoft Office 2010 give you the best productivity experience across the PC, phone and browser.*

*An appropriate device, Internet connection and supported Internet Explorer®, Firefox, or Safari browser are required. Some mobility functionality requires Microsoft Office Mobile 2010 which is not included in Microsoft Office 2010 applications, suites, or Web Apps. Usage fees and charges may apply as set by your service provider.

Loaded with new and exciting features, Microsoft Office 2010 is designed to meet the demands of people who need to stay productive anywhere, anytime.

Whether you're crunching numbers on a plane or broadcasting a presentation from a coffee shop* – Microsoft Office 2010 can help you deliver high-impact work that can help your business stand out from the competition.

Use Office anywhere

Work better together

Bring your ideas to life

*Requires Microsoft SharePoint Foundation 2010 or a Windows Live ID. To broadcast via SharePoint 2010, Office Web Apps must be installed. Usage fees and charges may apply as set by your service provider.

What makes Microsoft Office 2010 a great business opportunity?

With 500 million users around the world, Microsoft® Office continues to be the leading productivity suite and is the trusted choice for businesses. Research shows that most customers want and expect Microsoft Office to be preinstalled on their PCs and that customer satisfaction increases when it is.* Now with compelling new features, a simplified product lineup and more service opportunities, selling Microsoft Office 2010 can help you enhance your revenue and improve customer satisfaction.

Why should you sell Microsoft Office 2010?

Easier to buy and sell.

The new Microsoft Office 2010 product lineup has been simplified to help your customers select the right version and reduce licensing complexity.

Enhanced revenue opportunities.

With strong customer demand and increased up-sell and cross-sell opportunities, Microsoft Office 2010 can help you boost your revenue and your bottom line.

Meets evolving customer and market needs.

Microsoft Office 2010 offers the best productivity experience across the PC, phone and browser** to drive demand from satisfied customers who need technology that can help them turn their ideas into business reality.

Office 2010 suites	New PC only	OEM, PKC and Retail Licensing			Volume Licence only	
	Starter	Home and Student	Home and Business	Professional†	Standard	Professional Plus
Word	Limited functionality	✔	✔	✔	✔	✔
Excel	Limited functionality	✔	✔	✔	✔	✔
PowerPoint		✔	✔	✔	✔	✔
OneNote		✔	✔	NEW	NEW	NEW
Outlook			✔	✔	✔ (w/BCM)	✔ (w/BCM)
Publisher				✔	NEW	✔
Access				✔		✔
Communicator						✔
InfoPath						✔
SharePoint Workspace						NEW
Office Web Apps	Microsoft-hosted on Windows Live™				Licensed with Office Volume Licensing and deployed on SharePoint for Manageability and Control	
Licensing	• Preinstalled on new PCs only • One licence, one device • Does not include media • Ad banners in applications • Not on Finished Goods pricelist	**Product Key Card (PKC) to unlock single image** • New PCs only • One licence, one device • Unlocks the SKUs preloaded with Office Single Image • Does not include media **Full Package Product** • One licence, one device (Office Home and Student 2010: three devices) • Portable device rights • Licence is transferable • Includes media			**Volume Licensing (VL)** • Unlimited installs per licenced device • Downgrade rights • Portable device rights • Choice of physical media or download • Software Assurance can be purchased **Software Assurance** • Lowers the price of acquisition • Flexible annual payment • Can move expense to OPEX • Reduces upgrades tied to hardware	
Purchase recommendations for customer	Home		Small Business		Midsize Business	

w/BCM – Available with Business Contact Manager. †Product Key Card or Traditional Disc Media.

* Source: Microsoft Office Usage & Needs Research 2008.

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Answers to commonly asked questions.

We know that your partners will have questions about Microsoft Office 2010 and are asking themselves "why should I invest my time and money into selling it?" We've addressed some of the most frequently asked questions and concerns below, so you can help them feel confident about selling this exciting new product—and take advantage of the huge opportunity Microsoft Office 2010 represents for their business.

What partners will want to know before buying

Question: How is selling Microsoft Office 2010 going to help me increase my revenue?

Answer: Better together – Microsoft Office 2010 offers attractive cross-sell and up-sell opportunities.

Research shows that most customers want and expect Microsoft Office to be preinstalled on their PCs.† Most customers don't ask for Microsoft Office, so be sure to offer it to them.

Sold with an Open Value agreement, Microsoft Office 2010 can help give partners more revenue for services and helps secure a three-year revenue stream.

Microsoft Office 2010 provides a great opportunity to cross-sell Microsoft SharePoint® Server 2010, Exchange Server 2010 and Communicator 2010. These servers are now available through the Microsoft Business Productivity Online Suite (BPOS), making these solutions accessible to small and midsize business (SMB) customers and providing incremental opportunity for partners.

Question: Why is Microsoft Office 2010 easier to sell?

Answer: The streamlined Microsoft Office 2010 product lineup and new Product Key Cards (PKCs) make it easier to sell.

The new product lineup in Microsoft Office 2010 provides simple and clear product differentiation, making it easier for you to help your customers choose the right products to fit their personal and business needs.

The total number of product suites has been reduced and each suite offers unique benefits to different customers and customer segments. This clear differentiation allows customers to choose the version of Microsoft Office 2010 that's right for them.

PKCs make it easier to sell at the point of purchase or to customers who have purchased a new PC without Microsoft Office 2010 because they unlock any of the commercial suites that are preloaded on most new PCs by the manufacturer.

† Source: Microsoft Office Usage & Needs Research 2008.

* Requires SharePoint or a Windows Live account. There are some differences between the features of the Office Web Apps and the Microsoft Office 2010 application. Usage fees and charges may apply as set by your service provider.

What customers will want to know

Question: How confident can I be in telling my customers that Microsoft Office 2010 is the best productivity experience across the PC, phone and browser?

Answer: Microsoft Office 2010 helps your customers conduct business how they want, when they want and where they want.

New Office Web Apps give your customers more flexibility to work from any device with a browser to do lightweight editing in Word, Excel, PowerPoint and OneNote.*

Customers can now access and edit documents stored on a server, even if they are offline. With Microsoft SharePoint Workspace 2010, any changes made to the document are automatically synced when they are back online and it provides advanced security, ensuring productivity while on the go.

The new Backstage view feature provides a single location for essential information about documents, such as permissions and version information. It also increases sharing options for print, online and e-mail.

Question: What are Office Web Apps?

Answer: Microsoft Office Web Applications are online companions to Microsoft Word® 2010, Excel® 2010, PowerPoint® 2010 and OneNote®, enabling people to access and do light editing or sharing of Microsoft Office documents from virtually anywhere.*

Business customers licensed for Microsoft Office 2010 through a Volume Licensing (VL) program can run Office Web Apps on premises on a server running Microsoft SharePoint Foundation 2010 or SharePoint Server 2010.

For consumers, Office Web Apps are available on Windows Live™ as a complimentary, ad-supported service.

Question: What is the BPOS?

Answer: BPOS is a set of enterprise products delivered as a subscription service, hosted by Microsoft and sold with partners.

BPOS is designed for customers with managed IT needs. The offering includes Microsoft Exchange Online, SharePoint Online, Office Communications Online, Forefront™ Security for Exchange and Office Live Meeting.

Question: What is the Backstage view and how does it relate to the Microsoft Office 2010 Ribbon?

Answer: The Ribbon extends the toolbar throughout all applications, making it easier to find the commands you need. The new Backstage™ view (available in all applications except Communicator 2010) gives your people quick access to important operations such as viewing document information, saving, printing and sharing

Backstage view replaces the traditional file menu to give you a centralised space for all of your file management tasks, such as the ability to save, share, print and publish.

Through the options menu in Backstage view, you can easily create new tabs that bring together your favorite commands and groups or customise existing tabs to fit your needs.

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Details on licensing and activation

Question: Which Microsoft Office 2010 licensing model is best for my customers?

Answer: Small-business customers have more choices with Microsoft Office 2010. A customer looking to purchase five or more licenses can choose to purchase the preferred Microsoft Office 2010 via full-package product (FPP), original equipment manufacturer (OEM), or VL. It's important to position Microsoft Office 2010 first and then to provide options to the customer on how best to license. Microsoft Office 2010 supports a simplified suite lineup to make it easier for customers to choose the right suite to fit their needs.

All product suites offered in Microsoft Office 2010 are different and each suite includes a unique set of applications. For example, if the customer needs Microsoft Publisher 2010, then the customer can choose to buy either Microsoft Office Professional 2010 through OEM or FPP/PKC or Office Standard 2010 via Open License. In this case, Office Professional Plus 2010 also includes Publisher, so the discussion with the customer would evolve into one of "value."

For customers who might be choosing between licensing types based on the applications they need. Please refer to the chart on page 1 for a quick view of the different benefits and the licensing types.

Question: My customer has Office Small Business 2007 now. What suite should they buy in Microsoft Office 2010?

Answer: Migration for small-business customers is to Office Standard 2010, which includes all the applications previously in Microsoft Office Small Business 2007, plus Office Standard 2010 also includes OneNote and the new Office Web Apps. To see which products are included in each suite, please refer to the chart on page 1.

Question: What exactly is a PKC and why should I care about it?

Answer: PKCs are designed for purchase with a PC preloaded with Microsoft Office 2010 and will also be available through retail for those customers who didn't purchase Microsoft Office 2010 at the time of the PC purchase.

PKCs unlock any of the three consumer small-business suites and are good to be attached at point of sale, which we recommend is the best time to purchase a new copy of Microsoft Office.

New PKCs replace the Office 2007 Medialess License Kits (MLKs).

Question: How has VL activation changed in Microsoft Office 2010?

Answer: The new VL activation method in Microsoft Office 2010 provides customers with flexible infrastructure choices to meet their IT needs, better manage their licenses-and protect their intellectual property.

It's familiar but better. Volume Activation (VA) in Microsoft Office 2010 builds on Windows Vista® and Windows Server® 2008.

There are flexible options. There are two primary methods of VA:

- Key Management Services (KMS): the preferred method, which is self-hosted, self-maintaining and ideal for most environments.
- Multiple Activation Key (MAK): this is machine independent and hosted by Microsoft.

VA is for virtual too. Virtual machines count toward the minimum requirement of five connected systems (PCs, servers, laptops).

It offers increased privacy and security throughout the process. All information is private and not used by Microsoft or any other party.

Question: How are Office Web Apps licensed and priced?

Answer: All Microsoft Office VL customers will have access to Office Web Apps that they can run themselves on SharePoint 2010 on premises.

More than 90 million Microsoft Office annuity customers will have access to the Office Web Apps at launch. After launch, anyone buying either Microsoft Office Professional Plus 2010 or Microsoft Office Standard 2010 will be licensed for Office Web Apps.

In addition, businesses can get them through a subscription to our Microsoft Online Services, where Microsoft hosts the solution. This is an example of the choice we are offering our customers.

Consumers can get them through Windows Live. Windows Live has 400 million consumers who will have access to Office Web Apps.

Question: What is Office Starter 2010 and how can it help me sell Microsoft Office 2010?

Answer: Microsoft Office Starter 2010 is an ad-supported Microsoft Works replacement and it is designed for home users who are not ready to buy a full version of Microsoft Office 2010.

Office Starter 2010 contains limited functionality versions of Word 2010 and Excel 2010 but does not include Outlook 2010, PowerPoint 2010, or OneNote 2010. The limited functionality and applications, along with in-product advertising, will drive demand for the full Microsoft Office 2010 suites, which can be easily unlocked with a PKC sold by you.

Office Starter 2010 helps end users get familiar with a limited selection of Microsoft Office 2010 features, access their existing Word and Excel files and upgrade easily to a complete Microsoft Office 2010 suite whenever they're ready. When office starter is released, users will be able to easily and conveniently upgrade from Office Starter at any time to a full version of Microsoft Office 2010.

How to upsell customers from Starter to a full suite

If your customer answers "yes" to any of the following questions, help them identify the need for a full suite of Microsoft Office 2010 by using the recommendations provided below.

Qualifying questions	Reason(s) for full suite
Do you take work home or run a small business?	• Organise data with PivotTable and Slicers • Create presentations in PowerPoint 2010 • Collect customer and project information, notes, video, photos and links in OneNote 2010
Do you need to upgrade one or two other PCs?	• Office Starter cannot be installed on any other PC and is only available preloaded on select new PCs • Office Starter does not offer the features and benefits found in the Home & Business, or Standard SKUs – both great options for small to medium sized businesses
Does your business have an IT department, or are you running in Windows XP?	• Office Starter does not support commonly-used IT management features so it cannot be centrally managed by your IT department • Office Starter is only supported on Windows Vista and Windows 7
Do you want product support directly from Microsoft?	• Office Starter is only supported by the PC manufacturer, online support and paid support from Microsoft • Full Microsoft Office 2010 suites come with free product support from Microsoft. In fact, Microsoft Office 2010 Professional includes a full year of free support.

What are the features of Office Starter vs free alternatives?

	Office Starter	Free alternatives
Familiar	✔	
Office document fidelity	✔	
Works with Office	✔	
Rich editing tools	✔	
Sharing	✔	✔
Work online and offline	✔	✔ *(limited)*

Managing customer objections.

Objection: My customers are happy using Office 2007, even prior releases. What makes Office 2010 better?

Response: Microsoft Office 2010 focuses on executing well on the everyday essentials, plus offering groundbreaking new directions uniquely positioned to provide your customers with the best tools to help them work today and in the future.

Easy-to-use design tools, customisable templates, color schemes and font styles in Microsoft Office 2010 applications help them create persuasive presentations and memorable documents. They can edit and manipulate video, audio and animated effects to their presentations to connect with their audience in new, powerful ways.

Microsoft Office 2010 lets them work how, when and where they want, letting them get things done from a PC, the Web and even a Windows® phone.* Customers can access their files from virtually any computer with an Internet connection and share and work with other teams from across town or around the world.**

Microsoft Office 2010 also delivers the best experience on the everyday fundamentals. With one less thing to think about, customers can be more productive. Essential functions like copy and paste, grammar check, document formatting and print have been further enhanced to save time and work, just the way your customers would expect them to.

Objection: My small-business customers only use 10 percent of the Microsoft Office functionality they have now. How can they benefit from this new version?

Response: Microsoft Office 2010 includes a wide range of functions to meet the needs of our diverse customers.

Although every person in an organisation does not use all of the features of the product, most end users within a business combined use a large percentage of the functionality.

Microsoft has added significant value to Microsoft Office 2010 that is not available in alternative products.

Microsoft has made significant enhancements to basic functionality, from cut and paste to text formatting and SmartArt®. The Microsoft Office modern Fluent™ user interface helps people access more features of the product, improving what they are able to do.

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Objection: With Web-based competitors on the market, how can I ask my customers to pay for something when they tell me the alternatives are "free"?

Response: Microsoft Office provides you with more and better software than free alternatives. Both Web and desktop alternatives do not offer an equally comparable set of product functionality to Microsoft Office.

Over 500 million people use Microsoft worldwide. Microsoft Office is compatible with broadly adopted file types, so you can easily share documents. Other Web-based competitors can read and write to multiple file types, but do not necessarily preserve formatting, calculations, layout, or macros, creating rework and making sharing documents with others unreliable.

There are also major differences when it comes to support. Microsoft provides significant resources, help, how-to videos and online help in addition to technical support from Microsoft and its partners for Genuine Microsoft Office.

Objection: Why should I sell Microsoft Office 2010 now that Office Web Apps are available?

Response: Office Web Apps are a way to extend Microsoft Office 2010 to the Web, but are not a replacement for the suite.

Office Web Apps give you a familiar Microsoft Office experience when you are away from your Microsoft Office applications on your computer. They allow you to work with your Microsoft Office files from more places and on more devices-Macs included-by providing browser-based viewing and lightweight editing of Word 2010, Excel 2010, PowerPoint 2010 and OneNote 2010 files.*

Office Web Apps extend the Microsoft Office experience to the browser for scenarios where your customers need to access your files from anywhere and work with others. They provide a key set of capabilities in the browser for easy access, sharing and making light edits.

Office Web Apps are online companions to Word, Excel, PowerPoint and OneNote, giving you the freedom to access, edit and share Microsoft Office documents from virtually anywhere on your PC, mobile phone and Web browser.**

They are available via Windows Live, Microsoft Online and Microsoft Office 2010 VL.

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Qualify Buyer	Any buyer: end-user or reseller				Buyer must be a reseller	
	May be sold to end user without a PC or server			Must be sold to end user with new PC or server		
License option(s)	**Open Value or Open Value Subscription**	**Open Business**	**Retail ("FPP")**	**OEM Factory Preinstall ("DOEM")**	**Large OEM Attach Office Product Key Card (PKC)**	**System Builder Attach Office PKC**
Sales proposition	Good **flexibility and value** plus payment terms for SMBs looking to switch to subscription-based or annual billing.	Great entry to Volume Licensing for SMBs wanting to standardize their desktop software.	Most flexibility for individuals or SMBs who buy or upgrade periodically and are NOT concerned with multiple, simultaneous installations.	Best **price and OEM support** when buying a factory configured OEM-branded server with OS.	The PKC enables a lower price on Office when purchased with a preloaded PC, without additional programs or infrastructure needed.	Available as an everyday attach SKU, the PKC unlocks the corresponding Office 2010 suite preloaded on the new PC quickly and easily.
Terms and restrictions	• Minimum three-year term • Choice of physical media or download • License is transferrable to other HW.	• Minimum two-year term • Choice of physical media or download • License is transferrable to other HW.	• Media in box • License is transferrable to other HW.	• License may be marketed or sold to an end user only with new PC or server. • End user cannot move license off the PC/server (unless Software Assurance is added).		
Licensing benefits	Downgrade rights; portable device rights; unlimited installs on licensed device.		Devices; portable device rights; install one copy on up to three licensed.	PKC: one license, one device. Only works with preloaded image; activate with new single license PKC.		
Up-sell Software Assurance	(Included)	Available option		Available: Must be purchased separately within 90 days of initial license purchase.		
Office Web Apps	Included in volume license suites. Deployed on SharePoint for Manageability and Control.		Microsoft-hosted on Windows Live™			

Microsoft Office 2010 hardware specifications and system requirements

Processor: 500 megahertz (MHz) processor; 1 gigahertz (GHz) required for Microsoft Office Outlook® 2010 with Business Contact Manager.

Memory: 256 megabyte (MB) RAM; 512 MB recommended for graphics features, Instant Search, Outlook 2010 with Business Contact Manager and certain advanced functionality.

Hard disk: 3.5 gigabyte (GB) available disk space.

Display: 1024 x 768 or higher resolution monitor.

Operating system: Windows XP with Service Pack (SP) 3 (32-bit operating system only) or the Windows Vista® operating system with SP1, Windows 7, the Windows Server® 2003 R2 operating system with Microsoft XML Core Services 6.0, Windows Server 2008, or later 32- or 64-bit operating system.

Graphics: Graphics hardware acceleration requires a Microsoft DirectX® 9.0c graphics card with 64 MB or more video memory.

Internet: Windows Internet Explorer 7.0 Internet browser or later, 32-bit browser only; Internet functionality requires an Internet connection.

Windows Live ID: Certain online functionality requires a Windows Live ID.

Product functionality and graphics may vary based on your system configuration. Some features may require additional or advanced hardware or server connectivity.

Microsoft® Office 2010

*Best productivity experience across the phone, PC and browser**

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